



Market Profile

2300 Treasury Dr SE, Cleveland, Tennessee, 37323
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.12544
Longitude: -84.86885

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	25,686	47,232	88,321
2010 Total Population	27,021	52,402	99,495
2021 Total Population	28,833	57,957	111,208
2021 Group Quarters	1,531	2,471	2,613
2026 Total Population	29,667	60,330	116,286
2021-2026 Annual Rate	0.57%	0.81%	0.90%
2021 Total Daytime Population	31,625	64,118	108,263
Workers	16,040	34,789	52,443
Residents	15,585	29,329	55,820
Household Summary			
2000 Households	10,155	18,966	34,357
2000 Average Household Size	2.42	2.39	2.51
2010 Households	10,229	20,265	38,115
2010 Average Household Size	2.48	2.46	2.54
2021 Households	10,901	22,453	42,680
2021 Average Household Size	2.50	2.47	2.54
2026 Households	11,210	23,391	44,652
2026 Average Household Size	2.51	2.47	2.55
2021-2026 Annual Rate	0.56%	0.82%	0.91%
2010 Families	6,578	13,329	26,943
2010 Average Family Size	3.03	2.97	2.99
2021 Families	6,866	14,446	29,620
2021 Average Family Size	3.07	3.01	3.01
2026 Families	7,022	14,956	30,830
2026 Average Family Size	3.08	3.01	3.02
2021-2026 Annual Rate	0.45%	0.70%	0.80%
Housing Unit Summary			
2000 Housing Units	11,138	20,647	36,922
Owner Occupied Housing Units	51.6%	54.2%	63.7%
Renter Occupied Housing Units	39.6%	37.6%	29.4%
Vacant Housing Units	8.8%	8.1%	6.9%
2010 Housing Units	11,431	22,397	41,523
Owner Occupied Housing Units	47.6%	51.7%	61.1%
Renter Occupied Housing Units	41.9%	38.8%	30.7%
Vacant Housing Units	10.5%	9.5%	8.2%
2021 Housing Units	12,160	24,652	46,190
Owner Occupied Housing Units	47.3%	50.9%	59.7%
Renter Occupied Housing Units	42.3%	40.2%	32.7%
Vacant Housing Units	10.4%	8.9%	7.6%
2026 Housing Units	12,500	25,658	48,271
Owner Occupied Housing Units	48.5%	52.0%	60.8%
Renter Occupied Housing Units	41.2%	39.1%	31.7%
Vacant Housing Units	10.3%	8.8%	7.5%
Median Household Income			
2021	\$37,381	\$44,569	\$52,415
2026	\$41,445	\$50,427	\$59,078
Median Home Value			
2021	\$123,478	\$168,410	\$197,465
2026	\$140,372	\$215,084	\$257,155
Per Capita Income			
2021	\$18,936	\$23,527	\$26,966
2026	\$21,519	\$26,697	\$30,606
Median Age			
2010	33.7	35.3	38.2
2021	36.0	37.7	40.8
2026	37.2	38.6	41.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	10,901	22,453	42,680
<\$15,000	25.6%	19.4%	14.8%
\$15,000 - \$24,999	9.2%	8.4%	7.6%
\$25,000 - \$34,999	11.5%	10.1%	10.0%
\$35,000 - \$49,999	17.4%	16.9%	15.3%
\$50,000 - \$74,999	14.8%	15.4%	16.2%
\$75,000 - \$99,999	11.6%	12.9%	14.5%
\$100,000 - \$149,999	7.8%	12.4%	14.9%
\$150,000 - \$199,999	0.9%	2.0%	3.0%
\$200,000+	1.2%	2.5%	3.6%
Average Household Income	\$48,972	\$60,731	\$69,931
2026 Households by Income			
Household Income Base	11,210	23,391	44,652
<\$15,000	22.1%	16.6%	12.4%
\$15,000 - \$24,999	8.2%	7.3%	6.4%
\$25,000 - \$34,999	11.0%	9.5%	9.2%
\$35,000 - \$49,999	16.8%	16.2%	14.5%
\$50,000 - \$74,999	16.1%	16.0%	16.4%
\$75,000 - \$99,999	13.4%	14.3%	15.6%
\$100,000 - \$149,999	9.7%	14.5%	17.3%
\$150,000 - \$199,999	1.2%	2.6%	3.8%
\$200,000+	1.4%	3.0%	4.3%
Average Household Income	\$55,784	\$68,923	\$79,344
2021 Owner Occupied Housing Units by Value			
Total	5,753	12,540	27,588
<\$50,000	10.1%	6.7%	5.5%
\$50,000 - \$99,999	24.5%	14.1%	10.2%
\$100,000 - \$149,999	32.8%	23.3%	18.6%
\$150,000 - \$199,999	12.6%	16.3%	16.4%
\$200,000 - \$249,999	4.5%	9.2%	9.4%
\$250,000 - \$299,999	3.6%	11.5%	14.6%
\$300,000 - \$399,999	4.4%	9.2%	13.3%
\$400,000 - \$499,999	1.6%	3.2%	4.9%
\$500,000 - \$749,999	4.1%	4.0%	4.4%
\$750,000 - \$999,999	0.4%	0.8%	1.1%
\$1,000,000 - \$1,499,999	0.5%	1.0%	1.0%
\$1,500,000 - \$1,999,999	0.7%	0.6%	0.3%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$178,338	\$228,814	\$248,649
2026 Owner Occupied Housing Units by Value			
Total	6,061	13,351	29,363
<\$50,000	8.2%	4.8%	3.6%
\$50,000 - \$99,999	19.4%	10.2%	6.8%
\$100,000 - \$149,999	27.7%	17.7%	13.3%
\$150,000 - \$199,999	13.0%	14.3%	14.0%
\$200,000 - \$249,999	5.5%	9.8%	9.7%
\$250,000 - \$299,999	5.3%	14.5%	17.7%
\$300,000 - \$399,999	8.3%	13.5%	17.9%
\$400,000 - \$499,999	3.2%	5.0%	6.8%
\$500,000 - \$749,999	7.0%	6.3%	6.3%
\$750,000 - \$999,999	0.6%	1.1%	1.6%
\$1,000,000 - \$1,499,999	0.6%	1.4%	1.4%
\$1,500,000 - \$1,999,999	0.9%	1.0%	0.6%
\$2,000,000 +	0.2%	0.3%	0.2%
Average Home Value	\$223,308	\$279,189	\$295,838

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	27,022	52,402	99,497
0 - 4	6.9%	6.6%	6.0%
5 - 9	6.6%	6.4%	6.4%
10 - 14	5.9%	6.1%	6.5%
15 - 24	18.4%	17.0%	14.5%
25 - 34	14.0%	13.5%	12.3%
35 - 44	12.8%	12.8%	13.4%
45 - 54	13.0%	13.0%	14.4%
55 - 64	10.6%	10.9%	12.1%
65 - 74	7.1%	7.5%	8.3%
75 - 84	3.7%	4.6%	4.5%
85 +	1.1%	1.7%	1.5%
18 +	77.0%	77.4%	77.1%
2021 Population by Age			
Total	28,835	57,957	111,209
0 - 4	6.2%	5.8%	5.4%
5 - 9	6.0%	5.8%	5.6%
10 - 14	5.8%	5.7%	5.7%
15 - 24	16.2%	14.9%	12.8%
25 - 34	14.5%	14.4%	13.5%
35 - 44	12.6%	12.3%	12.3%
45 - 54	11.7%	11.7%	12.6%
55 - 64	11.5%	11.8%	13.3%
65 - 74	9.3%	9.9%	11.0%
75 - 84	4.8%	5.6%	5.9%
85 +	1.4%	2.1%	1.9%
18 +	78.7%	79.5%	80.1%
2026 Population by Age			
Total	29,666	60,328	116,286
0 - 4	6.1%	5.8%	5.3%
5 - 9	6.0%	5.7%	5.5%
10 - 14	5.9%	5.8%	5.8%
15 - 24	16.2%	14.9%	12.4%
25 - 34	12.7%	13.1%	12.2%
35 - 44	12.9%	12.6%	12.9%
45 - 54	11.9%	11.7%	12.2%
55 - 64	11.2%	11.5%	12.9%
65 - 74	9.6%	10.1%	11.4%
75 - 84	5.8%	6.6%	7.3%
85 +	1.5%	2.2%	2.2%
18 +	78.6%	79.5%	80.1%
2010 Population by Sex			
Males	13,051	25,242	48,437
Females	13,970	27,160	51,058
2021 Population by Sex			
Males	14,030	28,093	54,311
Females	14,803	29,864	56,897
2026 Population by Sex			
Males	14,497	29,330	56,903
Females	15,170	31,000	59,383

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	27,022	52,403	99,494
White Alone	85.9%	87.9%	90.4%
Black Alone	7.0%	5.5%	4.1%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.6%	0.8%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.4%	3.2%	2.4%
Two or More Races	2.5%	2.2%	1.8%
Hispanic Origin	6.3%	5.9%	4.8%
Diversity Index	34.6	31.2	25.4
2021 Population by Race/Ethnicity			
Total	28,835	57,958	111,208
White Alone	81.7%	84.0%	87.3%
Black Alone	8.3%	6.5%	4.9%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.8%	1.1%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.8%	4.7%	3.5%
Two or More Races	3.7%	3.2%	2.6%
Hispanic Origin	9.2%	8.7%	7.1%
Diversity Index	43.9	40.3	33.6
2026 Population by Race/Ethnicity			
Total	29,667	60,330	116,286
White Alone	79.7%	82.1%	85.7%
Black Alone	8.7%	6.8%	5.2%
American Indian Alone	0.7%	0.5%	0.4%
Asian Alone	0.9%	1.2%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.6%	5.5%	4.1%
Two or More Races	4.3%	3.7%	3.1%
Hispanic Origin	10.9%	10.3%	8.4%
Diversity Index	48.2	44.6	37.7
2010 Population by Relationship and Household Type			
Total	27,021	52,402	99,495
In Households	94.0%	95.0%	97.2%
In Family Households	76.5%	78.1%	83.1%
Householder	24.5%	25.4%	27.1%
Spouse	16.0%	17.9%	20.5%
Child	29.4%	28.9%	29.8%
Other relative	3.8%	3.5%	3.5%
Nonrelative	2.9%	2.5%	2.2%
In Nonfamily Households	17.5%	16.9%	14.1%
In Group Quarters	6.0%	5.0%	2.8%
Institutionalized Population	1.3%	1.3%	0.8%
Noninstitutionalized Population	4.7%	3.6%	2.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	18,980	39,288	78,530
Less than 9th Grade	7.1%	6.2%	5.1%
9th - 12th Grade, No Diploma	13.2%	10.3%	8.5%
High School Graduate	27.8%	25.4%	24.3%
GED/Alternative Credential	10.0%	7.4%	6.5%
Some College, No Degree	19.7%	20.8%	21.8%
Associate Degree	7.5%	7.9%	8.7%
Bachelor's Degree	9.7%	14.5%	15.6%
Graduate/Professional Degree	4.9%	7.5%	9.4%
2021 Population 15+ by Marital Status			
Total	23,640	47,942	92,722
Never Married	33.5%	30.4%	26.5%
Married	45.7%	49.0%	54.3%
Widowed	6.1%	6.7%	6.6%
Divorced	14.7%	13.9%	12.7%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,454	30,715	58,977
Population 16+ Employed	91.1%	93.5%	94.4%
Population 16+ Unemployment rate	8.9%	6.5%	5.6%
Population 16-24 Employed	18.4%	17.0%	14.1%
Population 16-24 Unemployment rate	7.6%	5.7%	6.4%
Population 25-54 Employed	59.5%	59.0%	59.9%
Population 25-54 Unemployment rate	10.8%	7.6%	6.0%
Population 55-64 Employed	15.3%	15.6%	17.6%
Population 55-64 Unemployment rate	4.9%	4.7%	4.5%
Population 65+ Employed	6.8%	8.5%	8.4%
Population 65+ Unemployment rate	3.6%	3.8%	3.4%
2021 Employed Population 16+ by Industry			
Total	13,169	28,709	55,695
Agriculture/Mining	0.4%	0.6%	0.9%
Construction	5.6%	6.3%	6.7%
Manufacturing	21.3%	20.1%	19.4%
Wholesale Trade	2.2%	2.2%	1.9%
Retail Trade	13.1%	11.4%	11.1%
Transportation/Utilities	8.9%	8.1%	7.8%
Information	1.1%	1.1%	0.8%
Finance/Insurance/Real Estate	4.5%	4.7%	5.4%
Services	40.7%	43.1%	43.5%
Public Administration	2.2%	2.3%	2.3%
2021 Employed Population 16+ by Occupation			
Total	13,168	28,707	55,692
White Collar	48.9%	54.3%	56.0%
Management/Business/Financial	9.4%	12.0%	13.5%
Professional	17.0%	21.5%	22.2%
Sales	9.2%	7.9%	8.2%
Administrative Support	13.2%	13.0%	12.0%
Services	16.9%	14.7%	14.3%
Blue Collar	34.2%	30.9%	29.7%
Farming/Forestry/Fishing	0.2%	0.3%	0.4%
Construction/Extraction	4.2%	4.9%	5.3%
Installation/Maintenance/Repair	4.1%	3.7%	3.7%
Production	13.3%	10.9%	10.0%
Transportation/Material Moving	12.4%	11.2%	10.4%

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2010 Households by Type			
Total	10,229	20,265	38,115
Households with 1 Person	28.6%	27.4%	23.9%
Households with 2+ People	71.4%	72.6%	76.1%
Family Households	64.3%	65.8%	70.7%
Husband-wife Families	42.0%	46.4%	53.5%
With Related Children	18.3%	19.8%	22.2%
Other Family (No Spouse Present)	22.3%	19.4%	17.2%
Other Family with Male Householder	6.0%	5.2%	4.8%
With Related Children	3.3%	2.9%	2.7%
Other Family with Female Householder	16.3%	14.2%	12.4%
With Related Children	10.7%	9.2%	7.7%
Nonfamily Households	7.0%	6.8%	5.4%
All Households with Children	33.2%	32.5%	33.1%
Multigenerational Households	4.7%	4.2%	4.3%
Unmarried Partner Households	7.1%	6.4%	5.5%
Male-female	6.3%	5.7%	4.9%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	10,229	20,265	38,116
1 Person Household	28.6%	27.4%	23.9%
2 Person Household	32.1%	34.0%	35.7%
3 Person Household	17.6%	17.2%	17.8%
4 Person Household	12.5%	12.7%	13.6%
5 Person Household	5.5%	5.4%	5.7%
6 Person Household	2.3%	2.1%	2.1%
7 + Person Household	1.3%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	10,229	20,265	38,115
Owner Occupied	53.1%	57.1%	66.5%
Owned with a Mortgage/Loan	34.0%	36.8%	42.9%
Owned Free and Clear	19.1%	20.4%	23.6%
Renter Occupied	46.9%	42.9%	33.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	175	152	154
Percent of Income for Mortgage	13.9%	15.9%	15.8%
Wealth Index	38	51	66
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,431	22,397	41,523
Housing Units Inside Urbanized Area	91.2%	85.5%	67.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	8.8%	14.5%	32.9%
2010 Population By Urban/ Rural Status			
Total Population	27,021	52,402	99,495
Population Inside Urbanized Area	91.4%	85.1%	66.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	8.6%	14.9%	33.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Hometown Heritage (8G)	Old and Newcomers (8F)	Southern Satellites (10A)
2.	Heartland Communities (6F)	Southern Satellites (10A)	Salt of the Earth (6B)
3.	Southern Satellites (10A)	Hometown Heritage (8G)	Middleburg (4C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$12,676,471	\$32,083,861	\$68,980,540
Average Spent	\$1,162.87	\$1,428.93	\$1,616.23
Spending Potential Index	55	67	76
Education: Total \$	\$8,853,248	\$22,983,012	\$49,736,631
Average Spent	\$812.15	\$1,023.61	\$1,165.34
Spending Potential Index	47	59	68
Entertainment/Recreation: Total \$	\$19,954,676	\$50,045,609	\$109,416,143
Average Spent	\$1,830.54	\$2,228.91	\$2,563.64
Spending Potential Index	57	69	79
Food at Home: Total \$	\$33,791,248	\$84,556,892	\$182,502,354
Average Spent	\$3,099.83	\$3,765.95	\$4,276.06
Spending Potential Index	57	69	78
Food Away from Home: Total \$	\$22,366,846	\$57,008,112	\$123,021,591
Average Spent	\$2,051.82	\$2,539.00	\$2,882.42
Spending Potential Index	54	67	76
Health Care: Total \$	\$40,009,595	\$100,039,328	\$220,169,380
Average Spent	\$3,670.27	\$4,455.50	\$5,158.61
Spending Potential Index	59	71	83
HH Furnishings & Equipment: Total \$	\$13,163,710	\$33,786,578	\$74,424,175
Average Spent	\$1,207.57	\$1,504.77	\$1,743.77
Spending Potential Index	54	67	77
Personal Care Products & Services: Total \$	\$5,346,399	\$13,583,052	\$29,405,199
Average Spent	\$490.45	\$604.95	\$688.97
Spending Potential Index	55	67	77
Shelter: Total \$	\$112,874,589	\$289,083,618	\$620,771,257
Average Spent	\$10,354.52	\$12,875.06	\$14,544.78
Spending Potential Index	51	64	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,533,735	\$35,464,165	\$78,991,097
Average Spent	\$1,241.51	\$1,579.48	\$1,850.78
Spending Potential Index	52	66	77
Travel: Total \$	\$13,606,985	\$35,572,224	\$79,139,839
Average Spent	\$1,248.23	\$1,584.30	\$1,854.26
Spending Potential Index	49	63	73
Vehicle Maintenance & Repairs: Total \$	\$7,055,180	\$17,696,230	\$38,262,821
Average Spent	\$647.20	\$788.15	\$896.50
Spending Potential Index	58	71	81

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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